

Title (en)
IMPROVING OPT-OUT COMPLIANCE

Title (de)
VERBESSERUNG DES ABMELDEKONFORMITÄT

Title (fr)
AMÉLIORATION DE LA CONFORMITÉ EN MATIÈRE DE RÉSILIATION

Publication
EP 3607455 A1 20200212 (EN)

Application
EP 17807987 A 20171114

Priority
US 2017061482 W 20171114

Abstract (en)
[origin: WO2019098989A1] Methods, systems, and computer readable medium for improving opt-out compliance are disclosed. A method includes identifying an opportunity to transmit a digital component to a client device that is identified by a given unique identifier, accessing a database, identifying, within the database and based on the accessing, an opt-out timestamp specifying when a given user corresponding to the given unique identifier was presented the opt-out opportunity, determining, whether the timestamp indicates that the user was presented with the opportunity within a specified amount of time, and processing the opportunity by submitting the opportunity to transmit the digital component to third party digital component sources in response to determining that the given user was presented with the opportunity within the specified amount of time, or refraining from submitting the opportunity in response to determining that the given user was not presented with the opportunity within the specified amount of time.

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